

SELLING points

May 2012 Vol. 12, No. 11

MONTHLY RETAILER NEWSLETTER

MUSCLE CAR MONEY™



YOU COULD
**WIN UP TO
\$100,000
INSTANTLY!**



ENTER THE
**SECOND-CHANCE
DRAWING**
FOR THE CHANCE TO WIN A
MUSCLE CAR!

Dear Lottery Retailers:

As summer approaches, the South Carolina Education Lottery is preparing for another busy season with a lineup of new games and promotions! This month, the Lottery will be at the Spring Fling in Spartanburg, the Rosewood Crawfish Festival in Columbia, the Darlington Raceway, and the Blue Crab Festival in Little River. If we are in your area, please come out and see us and encourage your lottery customers to visit us at these events, as well.

We will be selling tickets and conducting wheel spins at the Darlington Raceway for the Help a Hero 200 on Friday, May 11, and for the Southern 500 on Saturday, May 12, and will feature the new Muscle Car Money™ ticket that will launch on May 1. For every \$10 purchase of lottery products while at the race, a player will have a chance to spin the prize wheel for lottery promotional items. Each player who spins the prize wheel will also receive a “secret code” which enables the player to enter a contest on SCEL’s website for a Portable Race Scanner and Racing Headsets. With multiple ways to win, this sounds like fun!

In the Muscle Car Money™ game, players can win up to \$100,000 instantly, and they can enter their non-winning tickets in three (3) second-chance drawings. Five (5) second-chance entrants will win the vehicle of their choice from four fabulous Muscle Cars: a Ford Mustang GT, Dodge Challenger R/T, Dodge Charger, or Chevrolet® Camaro® 2LT. Players can view the official rules and drawing dates on our website, sceducationlottery.com.

The Education Lottery is excited about getting a head start on our summer activities! As always, we thank you for all you do to help us enthusiastically and responsibly promote our games. You are an integral part of the Lottery as we work together for the benefit of education in South Carolina!



All my best,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

Ad Space: 1-803-737-2456 (8:30 a.m. to 5 p.m.)

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Saylor's One Stop SUCCESS STORY

By Vicki Maddox, Upstate MSR

Olin Saylor uses outdoor signage at Saylor's One Stop to promote the Lottery.

Saylor's One Stop in **Anderson** has been with the Lottery since day one. Owner Olin Saylor's motto is “Customer Service with a Smile.” As you drive toward Saylor's One Stop, the first thing you notice is the marquee in front of the store advertising the current Powerball® and Mega Millions® jackpot amounts. Sometimes the sign even mentions that 52 instant lottery tickets are available. Saylor's One Stop is the only full service gas station in Anderson. Saylor and his staff take customer service to the next level.

Hard work has been ingrained in Saylor's since he was drafted into professional baseball straight out of high school. He has taken that same drive and determination and used it to run his business. When I asked Saylor what has made his business successful, he replied, “Customer service, customer service, customer service. That’s what we pride ourselves on at my store.” If anyone wants to know about the Lottery, Saylor is the person to ask. He is always up to date on new lottery games and his jackpot signs are consistently correct. As with everything in his store, Saylor gives 100 percent to lottery sales. It shows in his store’s loyal customer base. Customer service has attracted players and kept customers coming back.

Convenience Store Specialists

Our mission is to sustain planned, profitable growth with our business partners by providing superior service and unique solutions while creating an environment for our employees that encourages teamwork and innovative thinking



Providing Unparalleled Service For Over 90 Years



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MUSCLE CAR MONEY™

YOU COULD WIN UP TO \$100,000 INSTANTLY!

ENTER THE SECOND-CHANCE DRAWING FOR THE CHANCE TO WIN A MUSCLE CAR!

For more information, visit sceducationlottery.com or call 1-866-736-9819. Overall Odds: 1 in 3.45. Top Prize Odds: 1 in 312,000. Second-Chance Drawing Odds: Depend upon the number of entries received. Tickets may continue to be sold after all top prizes have been claimed.

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MUSCLE CAR MONEY™

CASH and CARS to be had playing Muscle Car Money™

By Christine Green
Product Manager

Summer in South Carolina is fast approaching, which means sun, surf and SPEED! This summer, the South Carolina Education Lottery is giving players the chance to win their choice of one (1) from four (4) Muscle Car vehicles in the **Muscle Car Money™ Second-Chance Promotion**.

Launching on Tuesday, May 1, this \$5 ticket allows players to win up to \$100,000 instantly! Five second-chance drawing winners will win their choice of one of the following four Muscle Car vehicles:

Ford Mustang GT Convertible or Coupe
Dodge Challenger R/T Classic
Dodge Charger R/T Road and Track
Chevrolet® Camaro® 2LT Convertible or Coupe

Based upon availability of 2012 model, a 2013 Muscle Car vehicle may be substituted. Muscle Car vehicles are valued at \$60,000 inclusive of federal and state taxes.

How to Enter:

Enter a non-winning, \$5 Muscle Car Money™ (Game #537) ticket by mail or at sceducationlottery.com. To enter by mail, players must completely and legibly fill in the ticket back, add proper postage, and mail like a postcard to the pre-printed address. To enter online, visit our website and click on the Muscle Car Money™ promotion link. Click "Register Here" and enter the required information and 12-digit ticket information number from your non-winning, \$5 Muscle Car Money™ (Game #537) ticket.

Drawings:

The South Carolina Education Lottery will conduct a total of three (3) second-chance drawings. Draw 1 and Draw 2 will select two (2) Muscle Car vehicle winners. Draw 3 will select one (1) Muscle Car vehicle winner and a \$100,000 cash prize winner. Entries not drawn in Draw 1 will carry over to Draw 2; entries not drawn in Draw 1 or Draw 2 are eligible for Draw 3.

PRIZES & DATES TO KNOW:

ENTRIES MUST BE RECEIVED FOR EACH DRAWING BY THE DATE LISTED BELOW.

	ENTRY DEADLINE	DRAW DATE	PRIZES
DRAWING 1	FRIDAY, JULY 13, 2012	FRIDAY, JULY 20, 2012	TWO MUSCLE CAR VEHICLES
DRAWING 2	FRIDAY, AUG. 10, 2012	FRIDAY, AUG. 17, 2012	TWO MUSCLE CAR VEHICLES
DRAWING 3	THE FINAL DRAWING WILL BE CONDUCTED NO SOONER THAN THIRTY (30) DAYS AFTER THE LAST DAY TO SELL MUSCLE CAR MONEY™ INSTANT TICKETS. DRAWING 3 WILL SELECT ONE (1) MUSCLE CAR WINNER AND ONE (1) \$100,000 WINNER.		ONE MUSCLE CAR VEHICLE \$100,000

PUMP UP your sales with Muscle Car Money™, and keep them **HOT** by reminding your customers they could be one of five lucky second-chance drawing winners cruising in a **COOL** new Muscle Car vehicle in the Muscle Car Money™ Second-Chance Promotion. Winners will have their choice of a Ford Mustang GT Convertible or Coupe; a Dodge Challenger R/T Classic; a Dodge Charger R/T Road and Track; or a Chevrolet® Camaro® 2LT Convertible or Coupe.

Remember, ask for the sale and show your customer service strength!

SELLING POINT

Make certain you give the player the **REISSUED ticket** when you cash a multiple-draw online ticket with remaining draw dates. The reissued ticket is automatically dispensed when the original multiple-draw ticket is cashed.

Spring Events in Your Area

May 4-5
Spring Fling
Spartanburg

May 5
Rosewood Crawfish Festival
Columbia

Help a Hero 200 & Southern 500
May 11-12
Darlington

We'll be at the Darlington Raceway for the Help a Hero 200 on Friday, May 11 and the Southern 500 on Saturday, May 12, featuring the Muscle Car Money™ ticket. Players spin the prize wheel for lottery promotional items for every \$10 in tickets purchased. Players spinning the wheel will receive a "secret code" to enter a contest online at sceducationlottery.com, for a chance to win a Portable Race Scanner and Racing Headsets.

May 19-20
Blue Crab Festival
Little River

Holiday Closings

May:
Monday, May 28, 2012: SCEL offices will be closed to observe National Memorial Day. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Monday, May 28, 2012. Tickets must be ordered by 5:00 p.m. on Thursday, May 24, 2012, for delivery on Friday, May 25, 2012. Tickets ordered on Friday, May 25, 2012, will be delivered on Tuesday, May 29, 2012. Drawings will be held as scheduled.



Mike Patel
Boone's Barn Convenience

By Holli Armstrong, Copywriter

Would you know what to do if someone came into your store and tried to cash a stolen lottery ticket?

Lucky for police, Mike Patel did.

Patel manages Boone's Barn Convenience in Winnsboro. In March, a man handed Patel a winning scratch-off, and when he scanned the ticket, a message prompted him to call the Lottery. Patel's phone call led to the eventual arrest of a man suspected of burglarizing local stores and taking lottery tickets.

The story made the news and local papers.

According to a WIS report, the winning ticket made Winnsboro Public Safety Chief Fred Lorrick's day.

"That was the key to breaking the case," Lorrick told WIS.

"We would have probably eventually broke the case with the information we had, but the lottery ticket did it for us," added Lorrick.

What happened at Boone's Barn could happen in your store.

If you scan a lottery ticket and receive a message to call the Lottery, please do so IMMEDIATELY.

This message does not always mean a ticket is stolen. There are several reasons why you might see this message, but you need to call the Lottery toll-free at 1-866-269-5668 to find out what's going on.

What should you tell the customer? Politely let the player know you are having problems with the lottery terminal. Do not jeopardize your own safety or the safety of your customers. If the player asks for the ticket back, let the customer have it, and tell the player to take the ticket to the store where the ticket was sold.

Pay attention to the customer. That way, if you are asked, you can give an accurate description of the person to police. If you feel comfortable looking out the window once the player has left the store, check to see what color, make, and model car the customer leaves in. A license plate number is especially helpful if you can jot it down.

What else can you do? Always have a working video surveillance camera at your lottery counter to protect yourself and the public.

Above all else, never put yourself in danger and call the number provided by the Lottery for assistance.



Tamara & Janie
Pt. South Exxon #5



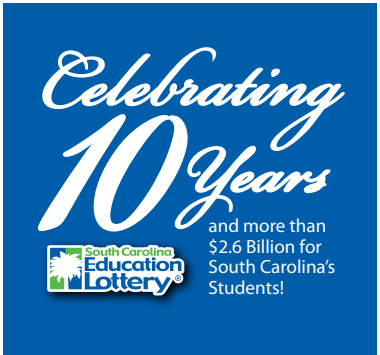
Maria
Drop In Store



Kunu & Usha
Dev's One Stop



Joanne
E-Z Shop #14



Celebrating 10 Years
and more than \$2.6 Billion for South Carolina's Students!



Rosa
Carter's Fast Stop #1



Kathy & Jennifer
Little Giant #2



Linda & Patricia
Miller Produce



Codi
Gay Ann's Superette



Zsonnea
Warrens



Vivian
E-Z Shop #14



Sharon
Nichols Food Store



Sheila
Trescot #2



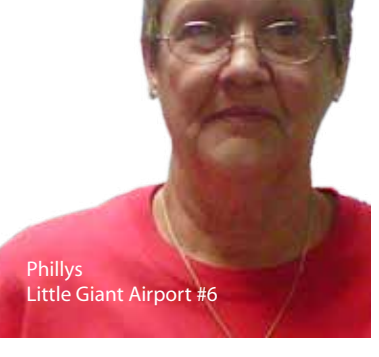
Owen & Peggy
N & W Grocery Inc.



Rick
South Main Mustang



Rick
Little Giant #5



Phillys
Little Giant Airport #6



Jessica
Times Turn Around



Erica
Piggly Wiggly #124

With us from the start. **Celebrating 10 Years.**

UPCOMING games

The following games are scheduled to launch Tuesday, May 1:



The following games are scheduled to launch Tuesday, May 22:



Launch dates and tickets are subject to change as necessary.

Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Tuesday, May 1: Last day to redeem Jeep® (#475) and Dog Dollars (#493).

Wednesday, May 2: Last day to sell Big Money (#499) and Gifts of Green (#503).

Wednesday, May 9: Last day to sell Cold Hard Cash (#504).

Tuesday, May 15: Last day to redeem Big Dollar Doubler (#441), \$100,000 Touchdown (#492), and 5X Lucky (#498).

Wednesday, May 16: Last day to sell Neon 9's (#479).

Wednesday, May 23: Last day to sell 6 Times the Money (#435).

Tuesday, May 29: Last day to redeem Easy \$\$ (#417), Money Matters (#467), Cash Crazy Crossword (#476), and All The Money (#487).

ENDING games*

Please start selling down the following:

SC-499 Big Money

SC-503 Gifts of Green

Last day to sell:
Wednesday, May 2, 2012

Last day to return:
Friday, June 1, 2012

Last day to redeem:
Tuesday, July 31, 2012

SC-504 Cold Hard Cash

Last day to sell:
Wednesday, May 9, 2012

Last day to return:
Friday, June 8, 2012

Last day to redeem:
Tuesday, August 7, 2012

SC-479 Neon 9's

Last day to sell:
Wednesday, May 16, 2012

Last day to return:
Friday, June 15, 2012

Last day to redeem:
Tuesday, August 14, 2012

SC-435 6 Times the Money

Last day to sell:
Wednesday, May 23, 2012

Last day to return:
Friday, June 22, 2012

Last day to redeem:
Tuesday, August 21, 2012

* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Monday, April 2, 2012.